~~D14 3(4-5)~~ ~~D14 3E~~ D12-103

GO AIRSTREAM AND ENJOY THESE SEVEN EXTRA BENEFITS

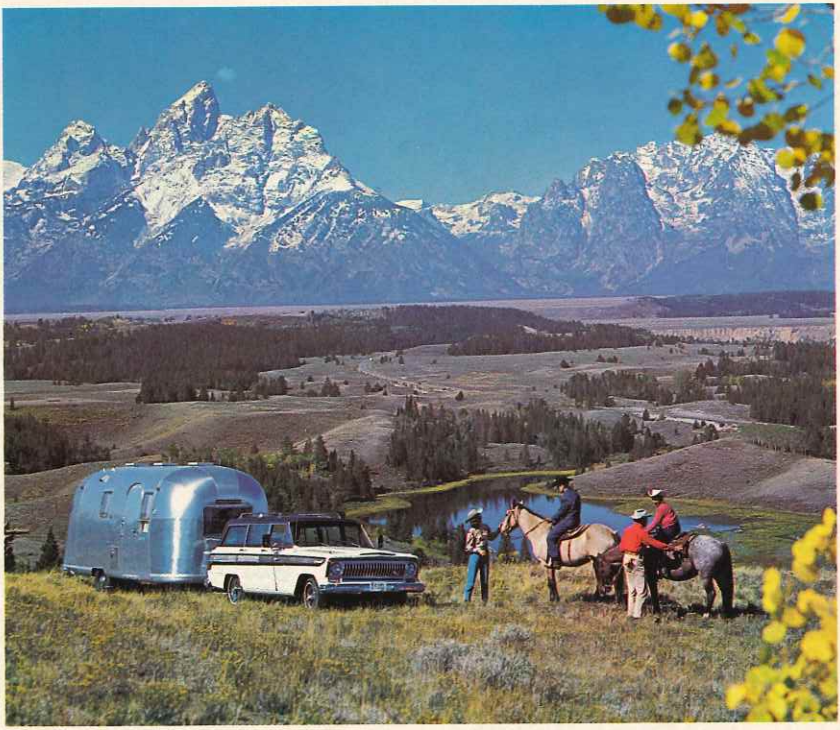
Received June 23, 1970

COMPARE

BEFORE YOU INVEST

We believe that when you buy an Airstream travel trailer it is only the beginning; the beginning of a lifetime of travel pleasure. What happens *after* you take delivery of your new Airstream is equally important to us as the quality of the product itself. That's why we are always searching for more and better ways to serve our customers after purchase. We call these after-purchase-services "extra benefits." Airstream was first to offer the extra benefit of professionally coordinated travel programs . . . the famous Wally Byam Caravans, Clubs and Rallies. First to offer a lifetime warranty and establish a nationwide network of Certified Service Centers where your Airstream can be serviced by factory trained personnel at factory cost on a dealer's lot close to you. Now, our new Certified Performance Check-Out program provides you with a complete personal check-out when you buy your Airstream and another equally thorough check-out at 1,000 miles to assure you

of worry-free travel wherever you go. Just a few years ago the Caravanner Insurance Company was formed and offers owners of travel trailers built to Airstream construction standards, complete broad coverage insurance on their trailer at a substantial savings over anything currently available. Recently we introduced the 'Live Now' Purchase Plan, a bold new finance plan that lets you buy an Airstream for as little as 25% down and take up to 5 years to pay. Because of all these extra benefits, two other very important "extras" develop . . . *prestige* and *higher resale value.* No other product in our industry has achieved the worldwide recognition and stature that Airstream enjoys today. And no other travel trailer is in such demand and retains such a high level resale value year after year. Before you invest in your next travel trailer, you should compare all the owner benefits of each. Then, and only then, can you be sure you're making the wisest choice. On the following pages we've described the seven extra benefits you now get when you buy an Airstream. Look them over and see if you don't agree that these important extras help make your Airstream a logical and satisfying investment for a lifetime of travel pleasure!



AIRSTREAM
EXTRA
BENEFIT
#

WALLY BYAM CARAVANS, CLUBS AND RALLIES

Wally Byam is recognized as the father of the travel trailer industry. He was first to bring the public a totally self-contained conveyance that could go anywhere a car could go, and provide all the comforts of home. He was also the first travel trailer manufacturer to organize Caravans, Clubs and Rallies for the benefit of his customers. It all began when a few hardy trailerists used to follow Wally in his perennial search for adventure. It was always Wally's dream to give you more than just the best travel trailer money can buy . . . but also a means of *using* your Airstream to discover an endless source of friendship, travel fun and personal expression. Today, the membership has grown from a few families to 10,000 families . . . over 30,000 individual members!

As Caravans, Clubs and Rallies grew in popularity, it became necessary to finance them adequately and established a permanent organization of professionals to plan and coordinate activities throughout the world. Today, a full-time staff is devoted entirely to Caravan, Club and Rally functions. As a result, any Airstream or Wally Byam Caravan Club activity is highly coordinated to insure success. Food, professional entertainment, reservations and special arrangements with local government have been care-

fully programmed long before the event takes place. Presently there are 89 permanent Wally Byam Caravan Club units throughout the United States, five in Canada and one in Mexico. Each month there are at least 50 organized rallies, informal get-togethers and assorted social activities so that there is always some place to go, always something to do. As an Airstream owner, you can cross the country at any time, in any direction, and always find a warm welcome among a congenial circle of friends for a few days or a week.

Wally Byam Caravanners have roamed throughout most of the world... Mexico, Central America, Cuba, Canada, Europe, Africa, Bible Lands, Soviet Russia and Southeast Asia. In 1959 Wally Byam personally led 104 Caravanners of all ages from Capetown, South Africa to Cairo, Egypt! The most recent large scale Caravan was the famous Around the World Caravan from Los Angeles to Florida via Asia and Europe. It covered over 34,000 miles and took more than a year to complete. Caravanners have personally met

and visited kings, emperors, princesses, maharajahs and other government dignitaries one just doesn't ordinarily meet.

Airstream regularly schedules a number of Caravans every year. In 1968 there will be three Caravans to Mexico; two in Canada; and one to Alaska. In addition to a host of club activities every month, there are three classifications of rallies . . . national, regional and international. Airstream sponsors four major rallies every year – in the eastern, western, northern and southern regions of the country. They are carefully planned in every detail including big name professional entertainment. On the 4th of July (Wally Byam's birthday) the Wally Byam Caravan Club sponsors the big annual International Rally. This is the grand-daddy of all Rallies and last year brought over 6,760 enthusiastic Airstreamers to Santa Rosa, California.

To date, 20,132 Wally Byam Caravanners have traveled in their Airstreams, on 57 Caravans through 120 countries on 5 continents . . . a distance of over 9 million miles!

AIRSTREAM
EXTRA
BENEFIT
#

LIFETIME WARRANTY

The very first Airstream that Wally Byam built carried a lifetime warranty. The fact is, no Airstream has ever been sold without one. The Airstream warranty guarantees that your new Airstream is free from defects in material and Airstream workmanship and the guarantee is good for as long as you live! And to back it up, Airstream provides a national network of Certified Service Centers where approved, factory-trained personnel are on hand to honor the lifetime warranty right on the dealer's lot. You can buy a brand new Airstream with confidence; you can enjoy it right now with full assurance that your investment is going to last. We guarantee that it will! When you buy an Airstream you're making an investment that is both safe and sound.

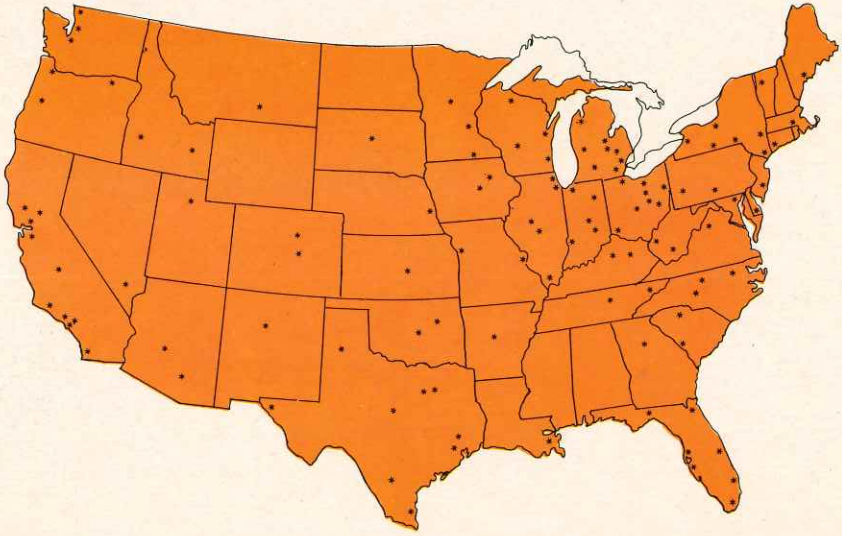
**Airstream Inc. warrants to the original registered holder for his lifetime that each new vehicle manufactured by it is free from defects in material and workmanship under normal use and service; its obligation being limited to curing any such defects at any of its factories or authorized service centers. This warranty does not apply to any vehicle which is repaired or altered outside of its factories in any way so as, in the judgment of the warrantor, to affect the stability of the vehicle. No warranty is made in respect to tires, tubes, rims, signaling devices, axle and wheel assembly, brake assembly, refrigeration, heating stoves, ranges, electrical fixtures, water heaters, or other trade accessories as they are generally warranted separately by their manufacturers.*

AIRSTREAM
EXTRA
BENEFIT
#

THREE

CERTIFIED SERVICE CENTERS

The question most frequently asked after the purchase of a travel trailer is, "Where can I get service?" We at Airstream have long believed that after-sale-service is part of what you're buying when you buy a travel trailer. Each of our two factories can, of course, perform any service and every one of the 175 Airstream dealers can do nominal repair work. But we want to offer our customers more than this. We're proud to say that Airstream is the first manufacturer to recognize this need and establish Certified Service Centers throughout the country. To date, 103 of these Service Centers are spread out from coast to coast to form a national network of approved repair stations. The Certified Service Centers are not only totally qualified in all phases of Airstream maintenance, but they are also recognized as official service agents by the manufacturers of Airstream components. Here you will find capable, factory-trained personnel for all guarantee work and major repairs on your Airstream and everything on it.



AIRSTREAM
EXTRA
BENEFIT
#

FOUR

CERTIFIED PERFORMANCE CHECK-OUT

Certified Performance Check-Out is a new plan that maximizes the reliability of every working part in your Airstream. Here's what CPC will do for you: Before leaving the factory, each and every vital part of an Airstream is tested for performance. Each test is signed and certified by the inspector. When the trailer arrives on the dealer's lot, all of these vital parts are tested and certified once more. Then, when you take delivery, a factory-trained trailer expert will personally give you a complete check-out. He takes the time to show you how everything in your trailer operates for you. Your dealer also provides you with a 113-page owner's manual. But CPC doesn't stop here. After 1,000 miles or 60 days (whichever occurs first) you can pull into any one of the 175 Airstream dealers in every state in the Union for still another thorough check-up. CPC is just one more step in our endless search for complete customer satisfaction.

AIRSTREAM
EXTRA
BENEFIT
#

FIVE

CARAVANNER INSURANCE

As an Airstream owner, you are eligible to take advantage of special low cost, broad coverage insurance offered by the Caravanner Travel Trailer Plan. This remarkable plan provides you with the protection of broad coverage for substantially less than other broad form policies available today. While other insurance companies charge as much as $2.75 per $100 evaluation, the Caravanner Travel Trailer Plan costs only $2.10 per $100 evaluation. Caravanner Insurance is not cut-rate or so-called "bargain" insurance. It is high quality, broad coverage insurance. Airstream's safety features and built-to-last construction are the reasons Caravanner Insurance can offer such complete protection at such great savings. And because Caravanner Insurance knows the product, you can be sure you're going to get fair settlements and fast, friendly service. With Caravanner Insurance, you travel with confidence. Wherever you go . . . U.S.A. . . . Canada . . . Mexico . . . you'll enjoy complete protection and immediate service.

AIRSTREAM
EXTRA
BENEFIT
#

SIX

'LIVE NOW' PURCHASE PLAN

The new 'Live Now' Purchase Plan was designed to let you make your travel dreams come true today. It is ideal for those who do not want to tie up their funds. And only Airstream offers you this bold, new finance plan! The Airstream of your choice is yours for as little as 25% down. (If you already own a trailer, chances are it will easily make the down payment.) Then pay as little as $56 a month including vehicle insurance and credit life insurance. You can take up to five years to pay at a preferred interest rate of only 4¾% per hundred dollars per year, administered by Commercial Credit Corp. And you're protected by credit life insurance at the current rate. The 'Live Now' Purchase Plan lets you buy your Airstream now, while your earning power is at its highest. Now you can realize your dreams of travel adventure today . . . not some distant 'tomorrow' that may never come. And your investment is sound because your Airstream is guaranteed for as long as you live!

AIRSTREAM
EXTRA
BENEFIT
#

SEVEN

HIGHER RESALE VALUE

At Airstream we never stop testing our product; we travel in it, we live in it. We never stop organizing Caravans and other exciting activities. We are continually looking for new ways to improve both the product and the service and we are invariably first with every significant improvement. In addition, we guarantee our product for the lifetime of the owner. No wonder Airstream is the most wanted travel trailer in the world! Since 1934 Airstreamers have built an enviable reputation as good travelers; as an Airstreamer, you can expect a warm welcome wherever you go, here in America or anywhere in the world. It is this kind of prestige that keeps the value of your Airstream *up* and depreciation *low*. A good example of this is the Caravanner Insurance Company's depreciation table which allows you to depreciate your Airstream at a lower rate than other travel trailers. The fact is, no other travel trailer maintains such a high value after purchase. When you buy an Airstream, you are making a sound investment that pays big dividends in pleasure.

AIRSTREAM

MORE NEW BENEFITS!
MORE NEW FEATURES!
MORE TRAVEL PLEASURE!

The time has come to stop dreaming about travel adventure and start enjoying it! While we're waiting for that certain 'tomorrow,' the precious years slip away forever and can never be reclaimed. But there is always the promise of *today*... where all your unfulfilled travel dreams can be redeemed! The new 1968 Airstream offers you more convenience, more comfort, more luxury than ever before. Our program of extra benefits is the largest in trailering history. The fact is, you just couldn't choose a better year to own an Airstream. The thrill of strolling through a mossy green forest or listening to the warble of a friendly trout stream will never be greater than it is today. The sights and sounds of faraway places will never be more vivid than they are right now. That's why we say... life is a one-time thing... enjoy it! GO AIRSTREAM IN 1968 AND MAKE THIS YOUR YEAR FOR LIVING... SEE YOUR AIRSTREAM DEALER RIGHT AWAY!

AIRSTREAM INC., NORTH DIXIE HIGHWAY, SIDNEY, OHIO 45365

Bulk rate

BULK RATE
U.S. POSTAGE
PAID
SIDNEY, OHIO
PERMIT NO. 424

D
Sidney Highway
Ohio
North Dixie
Route 8

Mayhew . .